

WSOC-TV  
1901 North Tryon Street  
Charlotte, NC 28206-2700

WSOC-TV

American Rambler Productions  
138 Conant Street  
Beverly, MA 01915

**Contract # 339223**

Schedule Dates 10/31/12-11/06/12

Advertiser Mitt Romney for President (5341)

Agency American Rambler Productions (5998)

Product Political - Federal Candidate (1067)

Brand 372 (140722)

Salesperson TeleRep/Philadelphia, Philadelphia (1057)

Sales Office TeleRep/Philadelphia

Buyer Name KINCAID,STEPHANIE

Phone/Fax /

CPE 372

Account Type National/Political

Billing Type Standard

Comments ROMNEY FOR PRESIDENT

\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

**Charlotte (WSOC)**

By Broadcast Month

Nov. 2012

Grand Total:

Spots

97

97

Rate

\$88,425.00

\$88,425.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	11/05/12-11/06/12	4	:30	6A-6:30A (EST)	1	1							2	\$1,175.00	\$2,350.00	Charlotte (WSOC)	1X MAX/DAY	10/29/12
2.0	Normal Line / Spot	10/31/12-11/02/12	4	:30	6A-6:30A (EST)			1	1	1				3	\$1,175.00	\$3,525.00	Charlotte (WSOC)	1X MAX/DAY	10/29/12
3.0	Normal Line / Spot	11/05/12-11/06/12	4	:30	7A-8A (EST)	2	2							4	\$1,075.00	\$4,300.00	Charlotte (WSOC)	2X MAX/DAY	10/29/12
4.0	Normal Line / Spot	10/31/12-11/02/12	4	:30	7A-8A (EST)			2	2	2				6	\$1,075.00	\$6,450.00	Charlotte (WSOC)	2X MAX/DAY	10/29/12
5.0	Normal Line / Spot	11/05/12-11/06/12	4	:30	8A-9A (EST)	2	2							4	\$975.00	\$3,900.00	Charlotte (WSOC)	2X MAX/DAY	10/29/12
6.0	Normal Line / Spot	10/31/12-11/02/12	4	:30	8A-9A (EST)			2	2	2				6	\$975.00	\$5,850.00	Charlotte (WSOC)	2X MAX/DAY	10/29/12
7.0	Normal Line / Spot	11/05/12-11/06/12	5	:30	9A-10A (EST)	1	1							2	\$375.00	\$750.00	Charlotte (WSOC)	1X MAX/DAY	10/29/12
8.0	Normal Line / Spot	10/31/12-11/02/12	5	:30	9A-10A (EST)			1	1	1				3	\$375.00	\$1,125.00	Charlotte (WSOC)	1X MAX/DAY	10/29/12
9.0	Normal Line / Spot	10/31/12-11/02/12	5	:30	10A-11A (EST)			1	1	1				3	\$375.00	\$1,125.00	Charlotte (WSOC)	1X MAX/DAY	10/29/12
10.0	Normal Line / Spot	11/05/12-11/06/12	5	:30	10A-11A (EST)	1	1							2	\$375.00	\$750.00	Charlotte (WSOC)	1X MAX/DAY	10/29/12
11.0	Normal Line / Spot	10/31/12-11/02/12	4	:30	11A-12P (EST)			1	1	1				3	\$675.00	\$2,025.00	Charlotte (WSOC)	1X MAX/DAY	10/29/12
12.0	Normal Line / Spot	11/05/12-11/06/12	4	:30	11A-12P (EST)	1	1							2	\$675.00	\$1,350.00	Charlotte (WSOC)	1X MAX/DAY	10/29/12
13.0	Normal Line / Spot	11/05/12-11/06/12	5	:30	12P-1P (EST)	1	1							2	\$375.00	\$750.00	Charlotte (WSOC)	1X MAX/DAY	10/29/12
14.0	Normal Line / Spot	10/31/12-11/02/12	5	:30	12P-1P (EST)			1	1	1				3	\$375.00	\$1,125.00	Charlotte (WSOC)	1X MAX/DAY	10/29/12

# CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

By:

Comments:

WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.



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**Schedule Dates**

10/31/12-11/06/12

**Advertiser**

Mitt Romney for President (5341)

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**Product**

Political - Federal Candidate (1067)

**Brand**

372 (140722)

**Salesperson**

Telerep/Philadelphia, Philadelphia (1057)

**Sales Office**

Telerep/Philadelphia

**Buyer Name**

KINCAID,STEPHANIE

**Phone/Fax**

/

**CPE**

372

**Account Types**

National/Political

**Billing Type**

Standard

**Comments**

ROMNEY FOR PRESIDENT

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**Charlotte (WSOC)**

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97

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**Rate**

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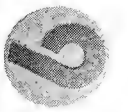
\$88,425.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
15.0	Normal Line / Spot	11/05/12-11/06/12	5	:30	1P-2P (EST)	1	1							2	\$375.00	\$750.00	Charlotte (WSOC)	1X MAX/DAY	10/29/12
16.0	Normal Line / Spot	10/31/12-11/02/12	5	:30	1P-2P (EST)				1	1	1			3	\$375.00	\$1,125.00	Charlotte (WSOC)	1X MAX/DAY	10/29/12
17.0	Normal Line / Spot	11/05/12-11/05/12	4	:30	5P-5:30P (EST)	2								2	\$1,200.00	\$2,400.00	Charlotte (WSOC)	1X MAX/DAY	10/29/12
18.0	Normal Line / Spot	10/31/12-11/02/12	5	:30	5:30A-6A (EST)				1	1	1			3	\$425.00	\$1,275.00	Charlotte (WSOC)	1X MAX/DAY	10/29/12
19.0	Normal Line / Spot	11/04/12-11/04/12	5	:30	7A-8A (EST)								1	1	\$300.00	\$300.00	Charlotte (WSOC)	1X MAX/DAY	10/29/12
20.0	Normal Line / Spot	10/31/12-11/02/12	4	:30	5P-5:30P (EST)				1	1	1			3	\$1,200.00	\$3,600.00	Charlotte (WSOC)	1X MAX/DAY	10/29/12
21.0	Normal Line / Spot	10/31/12-11/02/12	4	:30	5:30P-6P (EST)				1	1				2	\$1,300.00	\$2,600.00	Charlotte (WSOC)	1X MAX/DAY	10/29/12
22.0	Normal Line / Spot	11/05/12-11/05/12	4	:30	5:30P-6P (EST)	2								2	\$1,300.00	\$2,600.00	Charlotte (WSOC)	1X MAX/DAY	10/29/12
23.0	Normal Line / Spot	10/31/12-11/02/12	4	:30	6P-6:30P (EST)				1	1	1			3	\$1,500.00	\$4,500.00	Charlotte (WSOC)	1X MAX/DAY	10/29/12
24.0	Normal Line / Spot	11/05/12-11/05/12	4	:30	6P-6:30P (EST)	2								2	\$1,500.00	\$3,000.00	Charlotte (WSOC)	1X MAX/DAY	10/29/12
25.0	Normal Line / Spot	11/05/12-11/05/12	3	:30	7P-7:30P (EST)	2								2	\$1,600.00	\$3,200.00	Charlotte (WSOC)	1X MAX/DAY	10/29/12
26.0	Normal Line / Spot	10/31/12-11/02/12	3	:30	7P-7:30P (EST)				1	1	1			3	\$1,600.00	\$4,800.00	Charlotte (WSOC)	1X MAX/DAY	10/29/12
27.0	Normal Line / Spot	10/31/12-11/02/12	3	:30	7:30P-7:56P (EST)				1	1	1			3	\$1,600.00	\$4,800.00	Charlotte (WSOC)	1X MAX/DAY	10/29/12
28.0	Normal Line / Spot	11/05/12-11/05/12	3	:30	7:30P-7:56P (EST)	2								2	\$1,600.00	\$3,200.00	Charlotte (WSOC)	1X MAX/DAY	10/29/12

**CONFIRMATION CONTRACT**

Date:	Accepted Station:	Station:	Comments:
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Grand Total:

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Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
29.0	Normal Line / Spot	10/31/12-11/02/12	4	:30	11P-11:35P (EST)				1	1	1			3	\$1,200.00	\$3,600.00	Charlotte (WSOC)	1X MAX/DAY	10/29/12
30.0	Normal Line / Spot	11/05/12-11/05/12	4	:30	11P-11:35P (EST)	2								2	\$1,200.00	\$2,400.00	Charlotte (WSOC)	1X MAX/DAY	10/29/12
31.0	Normal Line / Spot	11/05/12-11/06/12	5	:30	5:30A-6A (EST)	1	1							2	\$425.00	\$850.00	Charlotte (WSOC)	1X MAX/DAY	10/29/12
32.0	Normal Line / Spot	11/03/12-11/03/12	5	:30	7A-8A (EST)						2			2	\$325.00	\$650.00	Charlotte (WSOC)	1X MAX/DAY	10/29/12
33.0	Normal Line / Spot	11/03/12-11/03/12	4	:30	8A-9A (EST)						1			1	\$450.00	\$450.00	Charlotte (WSOC)	1X MAX/DAY	10/29/12
34.0	Normal Line / Spot	11/03/12-11/03/12	5	:30	7P-7:30P (EST)						1			1	\$1,100.00	\$1,100.00	Charlotte (WSOC)	1X MAX/DAY	10/29/12
35.0	Normal Line / Spot	11/03/12-11/03/12	4	:30	11:30P-12A (EST)						1			1	\$800.00	\$800.00	Charlotte (WSOC)	1X MAX/DAY	10/29/12
36.0	Normal Line / Spot	11/04/12-11/04/12	3	:30	8A-9A (EST)							1		1	\$600.00	\$600.00	Charlotte (WSOC)	1X MAX/DAY	10/29/12
37.0	Normal Line / Spot	11/04/12-11/04/12	5	:30	9A-10A (EST)							1		2	\$275.00	\$550.00	Charlotte (WSOC)	1X MAX/DAY	10/29/12
38.0	Normal Line / Spot	11/04/12-11/04/12	5	:30	12P-12:30P (EST)							1		1	\$1,350.00	\$1,350.00	Charlotte (WSOC)	1X MAX/DAY	10/29/12
39.0	Normal Line / Spot	11/04/12-11/04/12	4	:30	6P-6:30P (EST)							1		1	\$1,300.00	\$1,300.00	Charlotte (WSOC)	1X MAX/DAY	10/29/12
40.0	Normal Line / Spot	11/04/12-11/04/12	4	:30	11P-11:35P (EST)							1		1	\$1,300.00	\$1,300.00	Charlotte (WSOC)	1X MAX/DAY	10/29/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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OCT28/12 18.51  
\*\*\* WSOC-TV \*\*\*

	LINE	PROGRAM :	CON COM1 :	DAYS	TIME	RATE	MTWTFSS	SPOTS /WK			
1	600A-630A	NEWS	1X MAX/DAY	30	4	\$1,175.00	11/5	11/6	2	M-TU	2
PROGRAM : NEWS CON COM1 : 1X MAX/DAY											
2	600A-630A			30	4	\$1,175.00	10/31	11/2	3	W-F	3
PROGRAM : NEWS CON COM1 : 1X MAX/DAY											

OCT28/12 18.51  
\*\*\* WSOC-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
3			700A-800A	30	4	\$1,075.00	11/5	11/6	4		M-TU	4
PROGRAM : GMA												
CON COM1 : 2X MAX/DAY												
4			700A-800A	30	4	\$1,075.00	11/5	11/6	4		M-F	4
PROGRAM : GMA												
CON COM1 : 2X MAX/DAY												
5			800A-900A	30	4	\$975.00	11/5	11/6	4		M-TU	4
PROGRAM : GMA												
CON COM1 : 2X MAX/DAY												
6			800A-900A	30	4	\$975.00	10/31	11/2	6		W-F	6
PROGRAM : GMA												
CON COM1 : 2X MAX/DAY												
7			900A-1000A	30	5	\$375.00	11/5	11/6	2		M-TU	2
PROGRAM : KELLY												
CON COM1 : 1X MAX/DAY												
8			900A-1000A	30	5	\$375.00	10/31	11/2	3		W-F	3
PROGRAM : KELLY												
CON COM1 : 1X MAX/DAY												
9			1000A-1100A	30	5	\$375.00	10/31	11/2	3		W-F	3
PROGRAM : DR PHIL												
CON COM1 : 1X MAX/DAY												
10			1000A-1100A	30	5	\$375.00	11/5	11/6	2		M-TU	2
PROGRAM : DR PHIL												
CON COM1 : 1X MAX/DAY												
11			1100A-1200N	30	4	\$675.00	10/31	11/2	3		W-F	3
PROGRAM : THE VIEW												
CON COM1 : 1X MAX/DAY												

REP: TEL# 610-225-4100 FAX# 610-225-1191  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP  
OCT28/12 18.51  
\*\*\* WSOC-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
12			1100A-1200N	30	4	\$675.00	11/5	11/6	2		M-TU	2
PROGRAM : THE VIEW												
CON COM1 : 1X MAX/DAY												
13			1200N-100P	30	5	\$375.00	11/5	11/6	2		M-TU	2
PROGRAM : NEWS												
CON COM1 : 1X MAX/DAY												
14			1200N-100P	30	5	\$375.00	10/31	11/2	3		W-F	3
PROGRAM : NEWS												
CON COM1 : 1X MAX/DAY												
15			100P-200P	30	5	\$375.00	11/5	11/6	2		M-TU	2
PROGRAM : THE CHEW												
CON COM1 : 1X MAX/DAY												
16			100P-200P	30	5	\$375.00	10/31	11/2	3		W-F	3
PROGRAM : THE CHEW												
CON COM1 : 1X MAX/DAY												
17			500P-530P	30	4	\$1,200.00	11/5	11/5	2		MON	2
PROGRAM : NEWS												
18			500P-530P	30	4	\$1,200.00	10/31	11/2	3		W-F	3
PROGRAM : NEWS												
CON COM1 : 1X MAX/DAY												
19			530P-600P	30	4	\$1,300.00	10/31	11/1	2		W-TH	2
PROGRAM : NEWS												
CON COM1 : 1X MAX/DAY												
20			530P-600P	30	4	\$1,300.00	11/5	11/5	2		MON	2
PROGRAM : NEWS												
21			600P-630P	30	4	\$1,500.00	10/31	11/2	3		W-F	3
PROGRAM : NEWS												
CON COM1 : 1X MAX/DAY												

OCT28/12 18.51  
\*\*\* WSOC-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
:	LINE#	:	:	:	:	:	DATE	DATE	:	:	:	:
22			600P-630P	30	4	\$1,500.00	11/5	11/5	2		MON	2
PROGRAM : NEWS												
23			700P-730P	30	3	\$1,600.00	11/5	11/5	2		MON	2
PROGRAM : INSIDE EDITION												
24			700P-730P	30	3	\$1,600.00	10/31	11/2	3		W-F	3
PROGRAM : INSIDE EDITION												
CON COM1 : 1X MAX/DAY												
25			730P-800P	30	4	\$1,600.00	10/31	11/2	3		W-F	3
PROGRAM : ET												
CON COM1 : 1X MAX/DAY												
26			730P-800P	30	3	\$1,600.00	11/5	11/5	2		MON	2
PROGRAM : ET												
27			1100P-1135P	30	4	\$1,200.00	10/31	11/2	3		W-F	3
PROGRAM : NEWS												
CON COM1 : 1X MAX/DAY												
28			1100P-1135P	30	4	\$1,200.00	11/5	11/5	2		MON	2
PROGRAM : NEWS												
29			530A-600A	30	5	\$425.00	10/31	11/2	3		W-F	3
PROGRAM : NEWS												
CON COM1 : 1X MAX/DAY												
30			530A-600A	30	5	\$425.00	11/5	11/6	2		M-TU	2
PROGRAM : NEWS												
CON COM1 : 1X MAX/DAY												
31			700A-800A	30	5	\$325.00	11/3	11/3	2		SAT	2
PROGRAM : NEWS												
32			800A-900A	30	4	\$625.00	11/3	11/3	2		SAT	2
PROGRAM : GMA SAT												

REP HEADLINE# 6399284  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 610-225-4100 FAX# 610-225-1191  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!  
 ORDER WORKSHEET HARRIS REPORT FROM REP  
 OCT28/12 18.51  
 \*\*\* WSOC-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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33			700P-730P	30	5	\$450.00	11/3	11/3	1		SAT	1
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PROGRAM : NEWS

34			1130P-1200M	30	4	\$1,100.00	11/3	11/3	1		SAT	1
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PROGRAM : NEWS

35			700A-800A	30	5	\$300.00	11/4	11/4	1		SUN	1
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PROGRAM : NEWS

36			800A-900A	30	13	\$800.00	11/4	11/4	1		SUN	1
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PROGRAM : GMA SUN

37			900A-1000A	30	5	\$600.00	11/4	11/4	1		SUN	1
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PROGRAM : THIS WEEK

38			1200N-1230P	30	5	\$275.00	11/4	11/4	2		SUN	2
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PROGRAM : NEWS

39			600P-630P	30	4	\$1,350.00	11/4	11/4	1		SUN	1
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PROGRAM : NEWS

40			1100P-1135P	30	4	\$1,300.00	11/4	11/4	1		SUN	1
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PROGRAM : NEWS

NOV/12 88425.00 CONTRACT TOTAL 88425.00  
 TOTAL SPOTS 97

MARKET TOTALS \$221,087 WSOC 40% WBTV 26% WCNC 23% WCCB 9% WJZY 2% WMYT 0% WAXN 0%  
 CABL 0%

SVC- NSI  
 DEMOS- RA35+\*